

DEC 17 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Reissue Application No.: 10/655,549

Confirmation No.: 1609

Filed: September 4, 2003

Group Art Unit: 3622

For: Internet Advertising System

Examiner: James W. Myhre

**INFORMATION DISCLOSURE STATEMENT (IDS)**

**VIA FACSIMILE: (571) 273-8300**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The IDS is being filed before the first Office Action on the merits.

Whether or not the information and references disclosed in this Information Disclosure Statement is "material" pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art".

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

Dated: December 17, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/  
Benzion A. Wachsman  
General Manager, BEH Investments LLC  
(718) 928-2213